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EDUCATION

Ph.D., Marketing, New Mexico State University, U.S.A.

M.A., International Business, Shanghai University of Finance & Economics, China.

B.A. (Hon.), Accounting, China University of Mining & Technology.

ACADEMIC EXPERIENCE

Professor, Department of Marketing, City University of Hong Kong (CityU), July 2012 – Present.

Founding Director, MSc in Marketing Program, CityU, August 2009 – August 2017.

Associate Head, Department of Marketing, CityU, July 2012 – June 2016.

Honorary Research Associate, Victoria University of Wellington, 2012 – 2016.

Associate Professor, School of Marketing & International Business, Victoria University of Wellington, 2011 - 2012 (Sabbatical).

Associate Professor (Scale A), Department of Marketing, CityU, July 2010 – June 2012.

Associate Professor (Scale B; Tenured, 2006), Department of Marketing, CityU, July 2005 – June 2010.

Assistant Professor, Department of Marketing, CityU, July 2001 – June 2005.

EDITORSHIP

Editor-in-Chief, *Journal of Business-to-Business Marketing* (JBBM), 2022.7 – Present
JBBM is one of the leading journals in business marketing and is indexed by SSCI.

Editor-in-Chief, *Asian Journal of Business Research* (AJBR), 2011 – 2022.
AJBR has been indexed in SCOPUS (Elsevier), the ABDC (Australia Business Dean Council) *Journal Quality List*, and Cabell's Directory of Publishing Opportunities.

Associate Editor (Marketing Strategy), *European Journal of Marketing*, 2014 – Present.

ACADEMIC AWARDS

Emerald Citations of Excellence (2015), from Emerald Group Publishing, for the paper entitled, "Dealing with Institutional Distances in International Marketing Channels: Governance Strategies That Engender Legitimacy and Efficiency," Co-authored with Chenting Su and Kim-Shyan Fam, *Journal of Marketing*, 76 (3), 41-55, 2012.

Highly Commended Award (2015), from the Emerald Literati Network Awards for Excellence, Emerald Publisher, for the paper entitled, "Performance Implications of Perceptual Differences of Dependence: The Role of Trust," Co-authored with Fang Jia and Shaohan Cai, *Asia Pacific Journal of Marketing and Logistics*, 26 (3), 344-364, 2012.

Research Excellence Award (Certificate of Merit), City University of Hong Kong, 2013. Only 12 professors at CityU (two from the College of Business) have received this prestigious award since 2007.

Highly Commended Award (2013), from the Emerald Literati Network Awards for Excellence, Emerald Publisher, for the paper entitled, "The Role of Brand Image Congruity in Chinese Consumers' Brand Preference," Co-authored with Jing Hu, Xin Liu, and Sijing Wang, *Journal of Product and Brand Management*, 21 (1), 26-34, 2012.

Research Excellence Award, College of Business, City University of Hong Kong, 2013.

Outstanding Achievement (ranked as A) in New Zealand's 2012 PBRF Assessment. Among five scholars ranked as an A in the discipline of marketing in New Zealand. This is recognition of sustained high caliber research and the regard with which my research is held by peers.

IBM Best Paper Award Finalist from *Journal of Service Research*, 2011 for the article entitled "Drivers of Trust in Relational Service Exchange: Evidence of Cross-Cultural Differences from an 11-Country Study," co-authored with Jan Schumann, et al., *Journal of Service Research*, 13 (4), 453-468, 2010.

Distinguished Paper Award – Supply Chain Management Track, *2007 DSI Annual Meeting*, for the paper entitled "Relational Governance in Buyer-Supplier Relationship: Structures, Processes, and Performance Implications" with Shaohan Cai and Minjoon Jun, *the 38th Decision Sciences Institute Annual Meeting*, November 17-20, 2007 Phoenix, Arizona.

McGraw-Hill Irwin Distinguished Paper Award (2007), for the article entitled "Performance Implication of Cooperative Norms," co-authored with Shaohan Cai, at *the 2007 Conference of the Southwest Decision Sciences Institute*, March 2007, San Diego, CA, USA.

The Best Paper Award in Marketing (2006), for the paper entitled "Satisfaction, Trust and Commitment: The Role of Cultural Distance in International Marketing Channels," coauthored with Guijun Zhuang, Nan Zhou, Xiaolian Zhou, and Chenting Su, at *the First Annual Meeting of the Chinese Academy of Management*, December 8-10, Beijing, China.

Highly Commended Award (2005), from Literati Club, Emerald, for the article entitled

“Online Service Quality Dimensions and Their Relationships with Satisfaction: A Content Analysis of Customer Reviews of Securities Brokerage Services,” co-authored with Xiang Fang, *International Journal of Service Industry Management*, Vol. 15, No. 3, 2004.

Visiting Researcher Grant, School of Business, The University of Otago, Dunedin, New Zealand, 2005.

Third Place Best Presentation, The 5th Graduate Student Research & Art Symposium, New Mexico State University, April 2001.

ACADEMIC HONORS

Henan Distinguished Scholar, North China University of Water Resources and Electric Power, 2018 – 2023.

Chu Tian Scholar, Huazhong University of Science & Technology, China, 2014 – 2019.

Sea Sky Scholar, Dalian University of Technology, China, April 2011 – March 2014.

Distinguished Professor, China University of Mining & Technology, China, July 2010 – 2019.

Adjunct Professor, Department of Marketing, Wuhan University, China, 2006 – 2012; & Southwest University of Finance & Economics, China, 2008 – 2015.

MAG Scholar Fellow, Marketing in Asia Group, 2013.

President, Overseas Chinese Marketing Scholar Association, 2017- Present.

WORKING EXPERIENCE

03/1996-07/1996 Accounting Supervisor, Finance Department, Metro Jinjiang Company, Ltd., Shanghai, China.

09/1995-03/1996 Managerial Assistant, Accounting Department, K.F.C. Company, Ltd., Shanghai, China.

01/1995-08/1995 Managerial Assistant/Senior Financial Analyst, Accounting & Finance Department, New Asian (Group) Company, Ltd., Shanghai, China.

CURRENT RESEARCH INTERESTS

Marketing Strategies

Institutional Theory in Business Markets

Customer Relationship Management

Marketing and ESG

PUBLICATIONS

A. Journal Articles

1. Hu, Qingfang, Jing Hu, and **Zhilin Yang** (forthcoming), "Performance Implications of Peer Monitoring among Suppliers," *Asian Pacific Journal of Marketing & Logistics*.
2. Ma, Yongchao, Ying Teng, Zhongzhun Deng, and **Zhilin Yang** (forthcoming), "Does Firm Carbon Disclosure Increase Consumers' Recycling Willingness and Firms' Recycling Performance?" *Business Strategy and the Environment*.
3. Qi, Bing and **Zhilin Yang** (forthcoming), "Government Subsidization and Firm Productivity: A Comparative Analysis of the Steel and Photovoltaic Industries," *Emerging Markets Finance and Trade*.
4. Jiang, Ling, Wenkai Zhou, Zhouyi Ren, and **Zhilin Yang** (forthcoming), "Make the Apps Stand Out: Discoverability and Perceived Value are Vital for Adoption," *Journal of Research in Interactive Marketing*.
5. Lu, Hui, Shen Xu, and **Zhilin Yang** (forthcoming), "Is Corporate Greening Beneficial To Corporate Internal Value? Exploring The Relationship Between Perceived Corporate Environmental Behavior And Organizational Citizenship Behavior," *Business Strategy and the Environment*.
6. O'Connor, Neale G., Yan Du, **Zhilin Yang**, and Mohammadreza Akbari (forthcoming), "Managing from a Distance in International Purchasing and Supply," *Operations Management Research*.
7. Yao, Qi, Qiuyan Wang, Shihao Li, Wenkai Zhou, and **Zhilin Yang** (forthcoming), "Warm Smile or Competent Smile? Perceived Power and Smile Intensity in Service Encounters," *Marketing Intelligence and Planning*.
8. Shi, Jingjing, Fang Huan, Jia, Fang, **Zhilin Yang**, and Mingjie Rui (forthcoming), "Mass Customization: The Role of Consumer Preference Measurement, Manufacturing Flexibility, and Customer, Participation," *Asian Pacific Journal of Marketing & Logistics*.
9. Zhou, Yuanyuan, Yuanqiong He, Zhuoying Fei, and **Zhilin Yang** (2022), "How Human-Chatbot Interaction Impairs Charitable Giving: The Role of Moral Judgment," *Journal of Business Ethics*, 178 (7), 849-865.
10. Li, Hongliu, Xingyuan Wang, Shuyang Wang, Wenkai Zhou, and **Zhilin Yang** (2022), "The Power of Numbers: An Examination of the Relationship between Numerical Cues in Online Review Comments and Perceived Review Helpfulness" *Journal of Research in Interactive Marketing*, 40 (3), 372-387.
11. Zhou, Xinyue, **Zhilin Yang**, Michael Hyman, Gang Li, and Ziaul Haque Munim (2022), "Impact of Artificial Intelligence on Business Strategy in Emerging Markets: A Conceptual Framework and Future Research Directions," *International Journal of Emerging Markets*, 17 (4), 917-929.
12. Zeng, Fue, Qing Ye, **Zhilin Yang**, Jing Li, and Yiping Song (2022), "Which Privacy

- Policy Works, Privacy Assurance or Personalization Declaration? An Investigation of Privacy Policies and Privacy Concerns,” *Journal of Business Ethics*, 176 (4), 781-798
13. Zhu, Nibing, **Zhilin Yang**, Shaohan Cai, and Haohao Sun (2022), “Understanding the Differences between Chinese and Western Business Practices: Insight into Confucian Philosophy,” *European Journal of International Management*, 17 (2/3), 180-197.
 14. Chen, Shijiao, Jing A. Zhang, Hongzhi Gao, **Zhilin Yang**, and Damien Mather (2022), “Trust Erosion During Industry-Wide Crises: The Central Role of Consumer Legitimacy Judgement,” *Journal of Business Ethics*, 175 (1), 95-116.
 15. Zhu, Nibing, Chang Liu, **Zhilin Yang** (2022), “Team Size, Research Variety, and Research Performance: Do Coauthors’ Coauthors Matter?” *Journal of Informetrics*.15(4), 101205.
 16. Cai, Shaohan, Xiaoyan Wang, Yongchao Ma, Xinyue Zhou, and **Zhilin Yang** (2022), “Boundary Spanner Closeness to Partner Firm as Relational Governance in Turbulent Versus Stable Environments,” *European Journal of Marketing*, 56 (1), 252-282.
 17. Hu, Qian, Yaobin Lu, Zhao Pan, Yeming Gong, and **Zhilin Yang** (2021), “Can AI Artifacts Influence Human Cognition? The Effects of Artificial Autonomy in Intelligent Personal Assistants,” *International Journal of Information Management*, 56, 102250.
 18. Wang, Xiaoyan, Ping Li, Ling Jiang, and **Zhilin Yang** (2021), “Salespersons' Self-monitoring, Psychological Capital, and Sales Performance,” *Asian Pacific Journal of Marketing & Logistics*, 33 (9), 1918-1933.
 19. Zhou, Wenkai, **Zhilin Yang**, and Michael R. Hyman (2021), “Contextual Influences on Marketing and Consumerism: An East Asian Perspective.” *International Marketing Review*, 38 (4): 641–56.
 20. Zeng, Fue, Qing Ye, Jing Li, and **Zhilin Yang** (2021), “Does Self-disclosure Matter? A Dynamic Two-stage Perspective for the Personalization-privacy Paradox,” *Journal of Business Research*, 124, 667-675.
 21. Cai, Shaohan, Xiaoyan Wang, Xinyue Zhou, Michael R. Hyman, and **Zhilin Yang** (2021), “Political and Community Logics Jointly Affect ‘Social Distancing’ Compliance.” *Sustainable Cities and Society*, 74, 103200.
 22. Jia, Fang, Liyuan Wei, Ling Jiang, Zuohao Hu, and **Zhilin Yang** (2021), “Curbing Opportunism in Marketing Channels: The Roles of Influence Strategy and Perceived Fairness.” *Journal of Business Research*, 131, 69–80.
 23. Ge, Ling, Xiaoyan Wang, and **Zhilin Yang** (2021), “The Strategic Choice of Contract Types in Business Process Outsourcing.” *Business Process Management Journal*, 27 (5), 1569–89.
 24. Jia, Fang and **Zhilin Yang** (2021), “Perceptual Difference of Dependence and Trust in Marketing Channel: Reconsideration of Dependence Measurement,” *Asian Business & Management*, 20 (1), 78-104.
 25. Zheng, Xu, Xiaoling Li, Xinyao Ren, and **Zhilin Yang** (2020), “Enhancing Compliance

- among Channel Members by Modeling Reward Events: Matching Motivation and Ability with Model Selection,” *Journal of Academy of Marketing Science*, 48 (2), 331-349.
26. Cai, Shaohan, Minjoon Jun, and **Zhilin Yang** (2020), “The Joint Effects of Formal Institutions and Business Characteristics on Interfirm Guanxi Practices in China: A Fuzzy Set Analysis,” *Journal of Business-to-Business Marketing*, 27 (2), 151-172.
 27. Jia, Fang, Li Ji, **Zhilin Yang**, and Shen Xu (2020), “Boss Ceiling Effect”: Brand Downgrading Consumption of Workplace Employees,” *Asian Pacific Journal of Marketing & Logistics*, 32 (7), 1589-1609.
 28. Zhang, Guangming, Gengxin Dai, Hao Sun, Guitao Zhang, and **Zhilin Yang** (2020), “Equilibrium in Supply Chain Network with Competition and Service Level between Channels: Considering Consumers’ Channel Preferences,” *Journal of Retailing and Consumer Services*, 57 (November), 1-15.
 29. Xu, Lan, Lei Zhang, Nan Cui, and **Zhilin Yang** (2020), "How and When AR Technology Affects Product Attitude," *Asian Pacific Journal of Marketing & Logistics*, 32 (6), 1226-1241.
 30. **Yang, Zhilin** (2019), “Review of 'Guanxi: How China Works’, ” *American Journal of Sociology*, 125 (3), 848-850.
 31. Wang, Dianwen, **Zhilin Yang**, and Zhihua Ding (2019), “Is Sociability or Interactivity More Effective for Enhancing Performance? Findings from a Massively Multiplayer Online Role-playing Game,” *Journal of Interactive Marketing*, 48 (4), 106-119.
 32. He, Yuanqiong, Junfang Zhang, Yuanyuan Zhou, and **Zhilin Yang** (2019), “Monkey See, Monkey Do?": The Effect of Construal Level on Consumers' Reactions to Other Consumers' Unethical Behavior,” *Journal of Business Ethics*, 156 (2), 455-472.
 33. Li, Lan, Gang Li, Xue Yang, and **Zhilin Yang** (2019), “Pursuing Superior Performance of Service Innovation Through Improved Corporate Social Responsibility: From A Knowledge Acquisition Perspective,” *Asian Pacific Journal of Marketing & Logistics*, 31(4), 925-943.
 34. Xu, Lan, Yiran Jiang, Nan Cui, Hui Zhang, and **Zhilin Yang** (2019), “How Does Customer Participation in Service Influence Customer Satisfaction? The Mediating Effects of Role Stressors,” *International Journal of Bank Marketing*, 37 (3), 691-710.
 35. **Yang, Zhilin** (2018), “Measuring Customer Perceived Hi-Tech New Product Performance: A Contextual Analysis,” *Asian Journal of Business Research*, 8 (1), 107-128.
 36. O’Connor, Neale G, **Zhilin Yang**, and Ling Jiang (2018), “Challenges in Gaining Supply Chain Competitiveness: Supplier Response Strategies and Determinants,” *Industrial Marketing Management*, 72 (5), 138-151.
 37. Jia, Fang, **Zhilin Yang**, and Ling Jiang (2018), “The Effects of Government Relation and Institutional Environments on Channel Performance,” *Asian Pacific Journal of Marketing & Logistics*, 30 (3), 587-604.

38. Jiang, Ling, Nibing Zhu, **Zhilin Yang**, Shen Xu, and Minjoon Jun (2018), "How Do Distances Matter in International Collaborative Research Productivity? A Bibliometric Examination," *Journal of Infometrics*, 12 (3), 618-630.
39. Jiang, Hongyan, **Zhilin Yang**, Peizhen Su, and Mengmeng Xu (2018), "When Does Social Exclusion Increase or Decrease Food Self-Regulation? The Moderating Role of Time Orientation," *Journal of Consumer Behavior*, 17 (1), 31-46.
40. Zheng, Sijing, Siu Fu Hui, and **Zhilin Yang** (2017), "When Does Trust Give You a Competitive Advantage? A Fuzzy Analysis of Trust in the Hospital-Doctor-Patient Setting," *Journal of Business Research*, 78, 217-225.
41. Zhong, Weiguo, Chenting Su, Jisheng Peng, and **Zhilin Yang** (2017), "Trust in Interorganizational Relationships: A Meta-Analytic Integration," *Journal of Management*, 43 (4), 1050-1075.
42. Cai, Shaohan, Minjoon Jun, and **Zhilin Yang** (2017), "The Effects of Boundary Spanners' Personal Relationships on Interfirm Collaboration and Conflict: A Study of the Role of Guanxi in China," *Journal of Supply Chain Management*, 53 (3), 19-40.
43. Zhang, Chuang, Guijun Zhuang, **Zhilin Yang**, and Yang Zhang (2017) "Brand Loyalty versus Store Loyalty: Consumers' Role in Determining Dependence Structure of Supplier-Retailer Dyad," *Journal of Business-to-Business Marketing*, 24 (2), 139-160.
44. Cai, Shaohan and **Zhilin Yang** (2017), "Trust, Information Integration, and Coordination Costs: An Integrative Model," *Asian Journal of Business Research*. 7 (1), 79-93.
45. Wang, Yonggui, Na Wang, Ling Jiang, **Zhilin Yang**, and Victor Cui (2016) "Managing Relationships with Power Advantage Buyers: The Role of Supplier Initiated Bonding Tactics in Long-Term Buyer-Supplier Collaborations," *Journal of Business Research*, 69 (12), 5587-5596.
46. Hu, Qinfang, Fiona Chan, Guangling Zhang, and **Zhilin Yang** (2016), "The Joint-Liability Mechanism: Controlling Opportunism through Peer Monitoring among Chinese Supplier Groups," *Journal of Business and Industrial Marketing*, 31 (5), 640-653.
47. Jiang, Ling, Minjoon Jun, and **Zhilin Yang** (2016), "Customer Perceived Value and Loyalty: How Do Key Service Quality Dimensions Matter in the Context of B2C e-Commerce?" *Service Business: An International Journal*, 10 (2), 301-317.
48. Chung, Henry, Chengru Wang, Pei-how Huang, and **Zhilin Yang** (2016), "Organizational Capabilities and Business Performance: When and How Does the Dark Side of Managerial Ties Matter?" *Industrial Marketing Management*, 55 (5), 70-82.
49. **Yang, Zhilin** and Ling Jiang (2015), "Managing Corporate Crisis in China: Sentiment, Reason, and Law," *Business Horizon*, 58 (2), 193-201.
50. Chung, Henry, **Zhilin Yang**, and Pei-how Huang (2015), "How do Organizational Learning Matter in Strategic Business Performance? The Contingency Role of Guanxi Networking," *Journal of Business Research*, 68 (6), 1216-1224.

51. Liu, Zhiqiang, **Zhilin Yang**, Fue Zeng, and David Waller (2015), "The Developmental Process of Unethical Consumer Behavior: An Investigation Grounded in China," *Journal of Business Ethics*, 128 (2), 411-432.
52. Cai, Shaohan and **Zhilin Yang** (2014), "The Role of the Guanxi Institution in Skill Acquisition between Firms: A Study of Chinese Firms," *Journal of Supply Chain Management*, 50 (4), 3-23.
**Lead article in issue
53. **Yang, Zhilin** and Chenting Su (2014), "Institutional Theory in Business Marketing: A Conceptual Framework and Future Directions," *Industrial Marketing Management*, 43 (5), 721-725.
54. Cai, Shaohan and **Zhilin Yang** (2014), "On the Relationship between Business Environment and Competitive Priorities: The Role of Performance Frontiers," *International Journal of Production Economics*, 151 (1), 131-145.
55. Gao, Hongzhi, John Knight, **Zhilin Yang**, and David Ballantyne (2014), "Towards a Gatekeeping Perspective of Insider-Outsider Relationship Development in China," *Journal of World Business*, 49 (3), 312-320.
56. **Yang, Zhilin**, Fang Jia, and Shaohan Cai (2014), "Performance Implications of Perceptual Differences of Dependence: The Role of Trust," *Asia Pacific Journal of Marketing and Logistics*, 26 (3), 344-364.
Received the **Highly Commended Award (2005) from the Emerald Literati Club.
57. Wang, Xuehua, Cheris Chow, **Zhilin Yang**, and Jennifer Y.M. Lai (2014), "Market Signals: Website Investment and Physical Store Existence," *Asia Pacific Journal of Marketing and Logistics*, 26 (1), 94-113.
58. Wang, Yonggui, Jianfeng Wu, and **Zhilin Yang** (2013), "Customer Participation and Project Performance: The Mediating Role of Knowledge Sharing in the Chinese Telecommunication Service Industry," *Journal of Business-to-Business Marketing*, 20 (4), 227-244.
59. **Yang, Zhilin** and Chenting Su (2013), "Understanding Asian Business Strategy: Modeling Institution-Based Legitimacy-embedded Efficiency," *Journal of Business Research*, 66 (12), 2369-2374.
60. Wu, Jianan, Jie Sun, Yinglu Wu, and **Zhilin Yang** (2013), "User Reviews and Uncertainty Assessment: A Two-Stage Model of Consumers' Willingness-To-Pay in Online Markets," *Decision Support Systems and Electronic Commerce*. 55 (1), 175-185.
61. Wang, Yonggui, Fiona Chan, and **Zhilin Yang** (2013), "Customers' Perceived Benefits of Interacting in a Virtual Brand Community in China," *Journal of Electronic Commerce Research*, 14 (1), 39-56.
62. Jiang, Ling, **Zhilin Yang**, and Minjoon Jun (2013), "Measuring Consumer Perception of Online Shopping Convenience," *Journal of Service Management*, 24 (2), 191-214.
63. Wang, Xuehua and **Zhilin Yang** (2013), "Inter-firm Opportunism: A Meta-Analytic

- Review and Assessment of Its Antecedents and Effect on Performance,” *Journal of Business and Industrial Marketing*, 28 (2), 137-146.
64. Cai, Huajian, Xiang Fang, **Zhilin Yang**, and Hairong Song (2012), “Implicit Consumer Animosity: A Primary Validation,” *Journal of Applied Social Psychology*, 42 (7), 1651-1674.
 65. **Yang, Zhilin**, Chenting Su, and Kim-Shyan Fam (2012), “Dealing with Institutional Distances in International Marketing Channels: Governance Strategies that Engender Legitimacy and Efficiency?” *Journal of Marketing*, 76 (3), 41-55.
 ** *Emerald Citations of Excellence for 2015*, from the Emerald Literati Network Awards for Excellence, Emerald Publisher
 **Selected by the JM editor for the AMA's publicity program wherein a press release was issued to over 5,000 media outlets across the U.S. in July 2012.
 66. Wang, Xuehua, Cheris Chow, and **Zhilin Yang** (2012), “A Two-path Model on the Effects of Positivity of and Empathy Reflected by Online Reviews: A Choice Mechanism Perspective,” *International Journal of Internet Marketing and Advertising*, 7 (3), 260-277.
 67. Hu, Jing, Xin Liu, Sijing Wang, and **Zhilin Yang** (2012), “The Role of Brand Image Congruity in Chinese Consumers’ Brand Preference,” *Journal of Product and Brand Management*, 21 (1), 26-34.
 ** Highly Commended Award Winner at the Literati Network Awards for Excellence 2013.
 68. **Yang, Zhilin**, Arthur F. Madsen, and Meihua Zhou (2012), “The El Outaya Salt Refinery Project: A Joint Venture Technology Transfer Case,” *African Journal of Business Management*, 6 (28), 8320-8326.
 69. Jiang, Ling Alice, **Zhilin Yang**, and David Carlson (2012), “Marketing Professionals’ Perceptions of Marketing Journals/Publications,” *African Journal of Business Management*, 6(11), 4317-4327.
 70. Cai, Shaohan, **Zhilin Yang**, and Minjoon Jun (2011), “Cooperative Norms, Structural Mechanisms, and Supplier Performance: Empirical Evidence from Chinese Manufacturers,” *Journal of Purchasing and Supply Management*, 17 (1), 1-10.
 ** Lead article in issue
 71. Wang, Xuehua and **Zhilin Yang** (2011), “The Impact of Brand Credibility and Brand Personality on Purchase Intention: An Empirical Study in China” *Advances in International Marketing*, 21, 113-153.
 72. **Yang, Zhilin** and Chenglu Wang (2011), “Guanxi as a Governance Mechanism in Business Markets: Its Characteristics, Relevant Theories, and Future Research Directions,” *Industrial Marketing Management*, 40 (4), 492-495.
 73. Wang, Xuehua and **Zhilin Yang** (2011), “Standardization or Adaptation in International Advertising Strategies: The Roles of Brand Personality and Country-of-Origin Image,” *Asian Journal of Business Research*, 1 (2), 25-36.
 74. Zeng, Fue, **Zhilin Yang**, Yongqiang Li, and Kim Fam (2011), “Small Business

- Industrial Buyers' Price Sensitivity: Do Service Quality Dimensions Matter in Business Markets?" *Industrial Marketing Management*, 40 (3), 395-404.
75. Ding, Min, John Hauser, Songting Dong, Daria Dzyabura, **Zhilin Yang**, Chenting Su, and Steven Gaskin (2011), "Unstructured Direct Elicitation of Decision Rules," *Journal of Marketing Research*, 48 (1), 116-127.
 76. Huang, Lily, **Zhilin Yang**, and Gerald Hampton (2011), "Assessing Customer Satisfaction with Non-Profit Organizations: Evidence from Higher Education," *Asian Journal of Business Research*, 1 (2), 75-90.
 77. Li, Yongqiang, Wang, Xuehua, and **Zhilin Yang** (2011), "The Effects of Corporate-Brand Credibility, Perceived Corporate-Brand Origin, and Self-Image Congruence on Purchase Intention: Evidence from China's Auto Industry," *Journal of Global Marketing*, 24 (1), 58-68.
 78. **Yang, Zhilin**, Chen Zhou, and Ling Jiang (2011), "When Do Formal Control and Trust Matter? A Context-Based Analysis of the Effects on Marketing Channel Relationships in China," *Industrial Marketing Management*, 40 (1), 86-96.
 79. Cai, Shaohan, **Zhilin Yang**, and Zuohao Hu (2010), "The Effects of Volume Consolidation on Buyer-Supplier Relationships: A Study of Chinese Firms," *Journal Purchasing and Supply Management*, 16 (3), 152-162.
 80. Schumann, Jan, Florian Wangenheim, Anna Stringfellow, **Zhilin Yang**, et al. (2010), "Cross-Cultural Differences in the Effect of Received Word-of-Mouth Referral in Relational Service Exchange," *Journal of International Marketing*, 18 (3), 62-80.
 81. Wang, Xuehua, and **Zhilin Yang** (2010), "The Effect of Brand Credibility on Consumers' Brand Purchase Intention in Emerging Economies: The Moderating Role of Brand Awareness and Brand Image," *Journal of Global Marketing*, 23 (3), 177-188.
 82. Cai, Shaohan, Minjoon Jun, and **Zhilin Yang** (2010), "Implementation of Supply Chain Information Integration in China: The Role of Institutional Forces and Trust," *Journal of Operations Management*, 28 (3), 257-268. #
 83. Schumann, Jan, Florian Wangenheim, Anna Stringfellow, **Zhilin Yang**, et al. (2010), "Drivers of Trust in Relational Service Exchange: Understanding the Importance of Cross-Cultural Differences," *Journal of Service Research*, 13 (4), 453-468.
**IBM Best Paper Award Finalist
 84. Zeng, Fue, Zuohao Hu, Rong Chen, and **Zhilin Yang** (2009), "Determinants of Online Service Satisfaction and Their Impacts on Behavioral Intentions," *Total Quality Management & Business Excellence*, 20 (8), 953-969.
 85. Fam, Kim-Shyan, **Zhilin Yang**, and Michael Hyman (2009), "Confucian/Chopsticks Marketing," *Journal of Business Ethics*, 88 (3), 393-397.
 86. Su, Chenting, **Zhilin Yang**, Nan Zhou, Guijun Zhuang, and Wenyu Dou (2009), "Interfirm and Interpersonal Influence as Two Communication Behaviors in Marketing Channels: The Case of China," *Journal of International Business Studies*, 40 (4), 668-689.

87. Cai, Shaohan, **Zhilin Yang**, and Zuohao Hu (2009) “Exploring the Governance Mechanisms of Quasi-integration in Buyer-supplier Relationships,” *Journal of Business Research*, 62 (6), 660-666.
88. Wang, Xuehua, **Zhilin Yang**, and Ning Liu (2009), “The Impacts of Brand Personality and Congruity on Purchase Intention: Evidence from the Chinese Mainland’s Automobile Market,” *Journal of Global Marketing*, 22 (3), 199-215.
89. **Yang, Zhilin** and Minjoon Jun (2008), “Consumer Perception of e-Service Quality: From Internet Purchaser and No-Purchaser Perspectives,” *Journal of Business Strategies*, 25 (2), 59-84. #
 ** Originally published in 2002 (19/1), the paper was selected as one of the best articles in the first 25 years of the *Journal* and republished in 2008.
90. Hyman, Michael, **Zhilin Yang**, Kim-Shyan Fam, and Andreas W. Stratemeyer (2008), “International Business Research: A Retrospective,” *The Open Business Journal*, 1, 67-95.
91. Zhou, Kevin, Laura Poppo, and **Zhilin Yang** (2008), “Relational Ties or Customized Contracts? An Examination of Alternative Governance Choices in China,” *Journal of International Business Studies*, 39 (3), 526-534.
92. Li, Fuan, Nan Zhou, Rajiv Kashyap, and **Zhilin Yang** (2008), “Brand Trust as a Second-Order Factor: An Alternative Measurement Model,” *International Journal of Market Research*, 50 (6), 817-840.
 ** The brand trust scale was included in the Handbook of Brand Management Scales (edited by Lia Zarantonello and Véronique Pauwels-Delassus, Routledge, 2015).
93. Fam, Kim-Shyan, David Waller, and **Zhilin Yang** (2008), “Addressing the Advertising of Controversial Products in China: An Empirical Approach,” *Journal of Business Ethics*, 88 (1), 43-58.
94. Wang, Xuehua and **Zhilin Yang** (2008), “A Meta-Analysis of Effect Sizes in International Marketing Experiments,” *International Marketing Review*, 25 (3), 276-291.
95. Wang, Xuehua and **Zhilin Yang** (2008), “Does Country-of-Origin Matter in the Relationship between Brand Personality and Purchase Intention in Emerging Economies? Evidence from China’s Auto Industry,” *International Marketing Review*. 25 (4), 458-474. #
 ** Selected for inclusion in Emerald Reading List Assist [Marketing – Country of Origin, source: <http://www.emeraldinsight.com/teaching/listassist/index.htm>]
96. Cai, Shaohan and **Zhilin Yang** (2008), “Development of Cooperative Norms in the Buyer-Supplier Relationship: The Chinese Experience,” *Journal of Supply Chain Management*, 44 (1), 55-70.
97. Fam, Kim-Shyan, David Waller, F.S. Ong, and **Zhilin Yang** (2008), ‘Controversial Product Advertising in China: Perceptions of Three Generational Cohorts’, *Journal of Consumer Behaviour*, 7 (6), 461-469.
98. **Yang, Zhilin**, Xuehua Wang, and Chenting Su (2006), “A Review of Research

- Methodologies in International Business,” *International Business Review*, 15 (6), 601-617.
99. Fam, Kim-Shyan and **Zhilin Yang** (2006), “Primary Influences of Environmental Uncertainty on Promotions Budget Allocation and Performance: A Cross-Country Study of Retail Advertisers,” *Journal of Business Research*, 59 (2), 259-267.
 100. Cai, Shaohan, Minjoon Jun, and **Zhilin Yang** (2006), “The Impact of Inter-organizational Internet Communication on Purchasing Performance: A Study of Chinese Manufacturing Firms,” *Journal of Supply Chain Management*, 42 (Summer), 16-29.
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In addition, I have published **25** articles in various Chinese academic journals. The most recent articles are:

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B. Conference Publications and Presentations

1. Wang Xiaoyan, Jia Fang, and Yang Zhilin (2019) "The Effects of Institutional Uncertainty on Firms' Market and Nonmarket Capabilities," Summer AMA Conference, Chicago, IL, US. August 9-11, 2019.
2. Yang, Zhilin (2019), "Artificial Intelligence and Business Culture: Research Frontier & Challenges," Keynote Speech, *2019 China Business Culture and Management Conference*, June 8-9, 2018, Shandong University (Weihai), Shandong, China.
3. Wang, Xiaoyan, Zhilin Yang, and Bo Ou (2018), "Beyond the horizon: The Role of Supplier Downstream Marketing," *Proceedings of 2018 China Marketing International Conference*, July 20-22, 2018, Shanghai University of Finance & Economics, Shanghai, China, 584.
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7. Yang, Zhilin (2015), "Cultural Cognition in China Business," Keynote Speech, *2015 China Business Culture and Management Conference*, November 7-8, 2015, Shandong University, Jinan, China.
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16. Yang, Zhilin (2012), *Successful Branding and Channel Management in China*, at the *2nd National China Business Symposium* organized by the New Zealand China Trade Association and the New Zealand Contemporary China Research Centre, March 1, 2012, Auckland, New Zealand. [Please refer to <https://www.victoria.ac.nz/chinaresearchcentre/programmes-and-projects/china-symposiums/2012-business-symposium>]
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38. Cai, Shaohan and Zhilin Yang (2007), “Performance Implication of Cooperative Norms,” *The 2007 Conference of the Southwest Decision Sciences Institute*, March 13-17, San Diego, CA, USA.
**** The 2007 McGraw-Hill Irwin Distinguished Paper Award**
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50. Fam, Kim-Shyan, Zhilin Yang, and Petro Q. Brito (2005), "Media Management between Strategic Business Groups – Empirical Evidence from Portugal and New Zealand," Presented at *The 4th ICORIA 2005*, Saarland University, Germany, 168-173.
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C. Books, Book Chapters, and Conference Proceedings

1. Zhilin Yang and Yeqing Bao (Eds.). (2021), *Proceedings of the 2020 China Marketing International Conference*, 2020. Asian Business Association, Hong Kong, ISSN: 2357-1918.
2. Zhilin Yang (Ed.). (2019), *Proceedings of the 2018 China Marketing International Conference: Smart Marketing: Human, Technology, and Innovation*, Shanghai University of Finance & Economics, 2018. Asian Business Association, Hong Kong, ISSN: 2357-1918.
3. Zhilin Yang (Ed.). (2018), *Proceedings of the 2017 China Marketing International Conference: Marketing Strategy in the Sharing Economy: Localization and Globalization*, University of International Business and Economics, 2017. Asian Business Association, Hong Kong, ISSN: 2357-1918.
4. Hu, Zuohao, Xi Chen, and Zhilin Yang (2017), *Frontier Research on the International Marketing Strategies of Chinese Brands*, Routledge Publisher, London and New York. ISBN 978-1-138-67183-6.
5. Zhilin Yang (Ed.). (2017), *Proceedings of the 2016 China Marketing International Conference: Marketing Theory and Practice in Mobile Internet*, China University of Petroleum, 2016. Asian Business Association, Hong Kong, ISSN: 2357-1918.
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15. Yang, Zhilin (1994), "Financial Product Development Strategies," (Chapter 4) and "Pricing Strategies," (Chapter 5) in *Marketing in Contemporary Financial Corporations*, Gong, Weixing (Ed.), in Chinese, Shanghai: Li Xin Publishing.

RESEARCH GRANTS

Seq. No.	Project Title	PI/ Co-I ¹	Funding Source(s) and Amount	Start Date	(Expected) Completion Date
1	Exploring E-Service Quality: A Content Analysis of Customer Reviews	PI	CityU SMA (HK\$56,040 ²)	Nov. 2001	Oct. 2002
2	Effects of Collaborative Internet Communication Strategy on Channel Outcomes	PI	CityU SMA (HK\$51,400)	Jan. 2002	Dec. 2002
3	Consumer Perceived Service Quality in E-tailing	PI	CityU DAG (HK\$111,200)	Apr. 2002	Mar. 2004
4	An Investigation of Factors Influencing Chinese Consumers' Brand Loyalty	Co-I	CityU DAG (HK\$119,660)	Jun. 2002	Apr. 2004
5	Measuring Service Quality and Customer Loyalty in Internet-based Markets	PI	CityU DAG (HK\$120,000)	Apr. 2003	Mar. 2005
6	Study on Cross-cultural Marketing Channel Behaviors	Co-I	NSFC/RGC Joint Research Scheme (HK\$265,710)	Jan. 2004	Dec. 2006
7	The Effects of Perceived Service Quality and Value on Customers Retention: Considering the Moderating Roles of Switching Costs, Perceived Alternatives, and Customer Bonds	PI	CityU SRG (Strategic Research Grant) 7001630 (HK\$100,000)	Jul. 2004	May 2006
8	A Multi-cultural Virtue Ethics Framework and Scale for Business	PI	CityU SRG 7001742 (HK\$111,120)	Jul. 2005	May 2007
9	I Like it but I do not Want to Buy it — Examining the Animosity Model of Foreign Product Purchase from Both Explicit and Implicit Perspectives	Co-I	Sumitomo Foundation Grant (Japan) 058024 (US\$ 5,500)	Apr. 2006	Mar. 2007
10	Interfirm and Interpersonal Influence as Two Communication Behaviors in Marketing Channels	Co-I	RGC Competitive Earmarked Research Grant (CERG) 9041185 (HK\$327,287)	Jan. 2007	Dec. 2008
11	Antecedents and Consequences of Trust in Relational Service Exchange	PI	HK/Germany Joint Research Scheme 9050210	Jan 2008	Dec. 2008
12	Institutional Distance, Governance Strategy, and Performance in Marketing Channels	PI	RGC CERG 9041182 (HK\$601,132)	Jan. 2007	Mar. 2009
13	Exploring the Mechanism of Relational Governance: Its Structures, Processes, and Effects on Buyer Costs	PI	CityU SRG 7002165 (HK\$255,492)	Mar. 2007	Jun. 2009
14	Decomposing Embedded Ties in Marketing Channels: An Exploration	PI	CityU SRG 7002182 (HK\$178,971)	Oct. 2007	Sep. 2009
15	Dependence Asymmetry, Structural Trust, and Relational Behaviors in Chinese Seller-Buyer Relationships	Co-I	CityU SRG 7002247 (HK\$165,923)	Apr. 2008	Mar. 2010
16	Teaching Agents to Buy (TAB): An Incentive Aligned Decision Rule Elicitation Method	Co-I	RGC CERG 9041414 (HK\$529,000)	Jul. 2008	Dec. 2012

RESEARCH GRANTS (Continued)

Seq. No.	Project Title	PI/ Co-I ¹	Funding Source(s) and Amount	Start Date	(Expected) Completion Date
17	Exploring the Governance Mechanisms of Quasi-integration in Marketing Channels	PI	CityU SRG 7002255 (HK\$165,923)	Apr. 2008	Jun. 2010
18	How Do Businesspeople Get Embedded? A Longitudinal Study of the Influence of Economic, Institutional, and Social Forces on Embedded Ties in Interfirm Relationships	PI	GRF 9041618 (HK\$418,054)	Nov. 2010	Oct. 2013
19	The Dynamic Effects of Social Networking on Sales Performance	Co-I	NSFC 71072170 (RMB 280,000)	Jan. 2011	Dec. 2013
20	Strength of Social Network Ties and Knowledge Transfer: The Role of Guanxi Orientation in China	PI	CityU SRG 7008124 (HK\$154,735)	Apr. 2011	May 2013
21	Antecedents and Consequences of Embedded Ties as an Inter-firm Governance Strategy: A Dyadic, Longitudinal Study	PI	NSFC 71172215 (RMB 440,000+ HK\$108,000)	Jan. 2012	Dec. 2015
22	The Effect of Institutional Forces on Interfirm Governance Mechanisms and Exchange Outcomes	PI	CityU SRG 7008139 (HK\$144,628)	May 2012	Apr. 2014
23	Knowledge Acquisitions in Marketing Channels: How Do Institutional Environments Matter?	PI	CityU SRG 7002905 (HK\$79,205)	Oct. 2012	Sep. 2013
24	Establishing a China Innovation Index for Major Cities and Industries	PI	UGC KTI 6354010 Earmarked Fund (HK\$200,000)	Sep. 2013	Aug. 2014
25	Exploring Interorganizational Guanxi: A Dyadic, Longitudinal Study of Channel Management in China	PI	GRF 9041971 (HK\$344,959)	Jan. 2014	Dec. 2016
26	Establishing a Sustainability Index for Hong Kong Industries and Companies	PI	UGC KTI 6354019 Earmarked Fund (HK\$200,000)	Jul. 2015	June. 2016
27	Market Evolution and Brand Competitive Dynamics: An institutional Analysis	PI	NSFC 71672164 (RMB 470,000)	Jan. 2017	Dec. 2020
28	Establishing a Customer Experience Index for Hong Kong Industries and Corporate Brands	PI	UGC KTI 6354031 Earmarked Fund (HK\$200,000)	Jul. 2017	June. 2018
29	Best of Both Worlds: The Role of Supplier Influence Strategies in Customer Adoption of Innovations	PI	GRF 9042716 (HK\$238,050)	Jan. 2019	Dec. 2021

30	Developing a Deep-Learning Based Targeted Marketing Model to Enhance Customer Experience: Application to the Automobile Industry	PI	UGC KTI 6354041 Earmarked Fund (HK\$200,000)	Jul. 2019	June. 2020
31	Corruption Distance, MNEs' Strategies, and Entry Performance	PI	CityU SRG 7008124 (HK\$100,000)	Sep. 2019	Aug. 2021
32	Judging A Book by Its Cover: The Influence of Face on Sales Performance	PI	CityU SRG 7005478 (HK\$100,000)	Sep. 2020	Aug. 2022
33	The Impact of External Emergencies on Market Strategies of Local and Multinational companies	PI	NSFC 72072152 (RMB 480,000)	Jan. 2021	Dec. 2023
34	Institutional Distance, Managerial Ties, and Firm Performance	PI	CityU SRG 7005791 (HK\$100,000)	Sep. 2021	Aug. 2023

Notes: 1. PI – Principal Investigator; Co-I – Co-Investigator; 2. US\$ 1 is equivalent to HK\$ 7.8 and RMB 6.5.

TEACHING

Teaching Award

Nomination of Teaching Excellent Award, 2011.

Teaching Award 2006-2007, Department of Marketing at City U.

Teaching Grants

Seq. No.	Project Title	PI/ Co-I ¹	Funding Source(s) and Amount	Start Date	(Expected) Completion Date
1	Role-based Learning in the Metaverse: Integrating Virtual Reality to Teaching Marketing	PI	CityU TDG 6007992 (HK\$240,000)	Jun. 2022	Nov. 2023
2	Developing CEM Simulations as a Powerful Courseware for Students to Learn Customer Experience Management	PI	CityU TDG 6000626 (HK\$220,000)	Mar. 2018	Mar. 2019
3	Business Culture and Ethics: China and West	PI	CityU IPDA 6988012 (HK\$250,000)	Sep. 2013	Aug. 2014

Ph.D. Seminar

Marketing Theory and Philosophy of Marketing Science (at CityU).

Asia-Pacific Research Workshop, Ph.D. (at City U.).

Writing a High-Quality Journal Paper (at Southwest U. of Finance & Economics).

Behavioral Research Method (at Southwest U. of Finance & Economics).

Business Research Method (at China University of Mining & Technology).

DBA

Directed Studies I for DBA Participants (at CityU).

Methodology for Applied Business Research III (at CityU).

Directed Studies for DBA Participants (at CityU-Fudan)

Theoretical Frontiers of Management & Marketing (管理营销理论前沿, in Chinese, at CityU)

EMBA & Executive Training

Customer Experience Management [EMBA (Chinese) at CityU].

Marketing Management (EMBA course).

Service Marketing (Executive Training, HNA Capital).

Supply Chain Risk Management (Dongguan SME Training, Guangdong).

Marketing for Private Bank Customers (Executive Training, Agricultural Bank of China).

Consumer Behavior (Marketing Executive Training Program in China).

Marketing Strategy (Executive Training Program for Kraft China).

Brand Management (Executive Training, Shanghai Automobile Industrial Sales Co.).

Postgraduate and MBA

Principle of Marketing, MBA course (at City U.).

Marketing Strategy and Planning, MSc in Marketing, Postgraduate (at City U.).

Global Marketing, Postgraduate (at City U.).

Undergraduate

International Marketing (at City U. & Victoria U. of Wellington).

China Business Workshop (at City U.).

Strategic Marketing (at City U.).

Advanced Marketing Management (Honor) (at Victoria U. of Wellington).

International Marketing – Distance Course (at Victoria U. of Wellington).

Consumer Behavior (at New Mexico State University).

Marketing Research (at City U. & New Mexico State University).

Graduate Student Supervision

Doctoral Dissertation Chair

Ma, Caiyuan; Zhou, Qingqing (2021.08 – Present).
Chen, Yiran; Gaun, Xinya; Xu, Tengyue (2021.08 – Present).
Bai, Miao; Teng, Ying; Chen, Qingxiang (2020.08 – Present).
Yan, Chenfeng; Chen, Quan; Qi, Bing (2020.08 – Present).
Su, Xiaolei; Liu, Yumeng (2019.08 – Present).
Deng, Tianjuan (2018.08 – Present).
Zhu, Nibing (2016.08 – 2021, Beijing U. of Foreign Language Studies).
Qi, Xueqing (2014.08 – 2020, Baptist U. of Hong Kong).
Wang, Xiaoyan (2014.08 – 2019, Shandong U.).
Zheng, Sijing (2012.08 – 2017.03; Wilfrid Laurier University, Canada).
Xu, Shen Kevin (2011.08 – 2017.05).
Bo, Ning (2011.11 – 2012. 07, Victoria U. of Wellington).
Jia, Fang Flora (2009.08 – 2014.05, Associate Professor, Shenzhen University).

International DBA Thesis Chair (CityU-Fudan University)

Liu, Hui; Tang, Linzhi; Dian, Haiyan (2020 – Present).
Yang, Xiumei (2019 – Present).
Li, Ruiqing (2018 – Present).
Ni, Fei; Mo, Chi; Peng, Jianzhen; Li Jiangming; Gu, Xianzhi; Di, Jun (2017 – Present).
Huang, Fang; Shen, Feicheng (2016 – 2020).
Lu, Zhiqi; Sun, Li (2015 – 2022).
Zeng, Meixiang (2015 – 2019).
Li, Ping (2013 – 2018).
Huang, Zihua (2012 – 2017).
Zou, Zhiping (2011- 2017).
Ye, Qi (2011 – 2016).

DBA Thesis Chair

Wang, Enzhu (2021 – Present).
Yang, Ningning (2020 – Present).
So, Tat Kwong Edmund (2018 – Present).
Xu, Wei; Wang, Wei (2018 – Present).
Muhammed Emin Sarac (2017 – 2022).
Zhang, Qingzhong David (2017 – 2021).
Tang, Yuehua (2017 – 2021).
Lau, Irene (2015 – 2017, Withdrawn in 2017).
Ou, Michael (2010 – 2017).
Woo, Rich (2009 – 2016, Withdrawn in 2017).
Hui, Andrew (2011 – 2015).

Master Thesis Chair

Zhou, Chen (2006-2008, Assistant Professor at University of South Carolina).

ACADEMIC SERVICE

Co-founder

Chinese Business Culture Research Conference, 2011

China Marketing International Conference, 2013

China Marketing Strategy Forum, 2018

Internal Services (City University of Hong Kong)

Department of Marketing

Founding Director, Postgraduate Program MSC in Marketing, August 2009 – August 2017.

Member, Departmental Staffing Committee, 2007 – 2015, 2018 – Present.

Member, Departmental Performance Assessment Committee, 2012 – 2015, 2017-2018.

Departmental Coordinator and Associate Project Team Leader, Joint Ph.D. program under
Mainland Collaboration Scheme, 2014 – Present.

Member, Departmental Taught Program Committee, 2013 – 2017.

Associate Head, July 2011 – June 2016.

Member, Departmental Research Committee, 2013 – 2016.

Member, Departmental Advisory Committee, July 2012 – 2015.

Coordinator of the Departmental Web Site, 2002 – 2006.

Departmental Representatives on IT Management Committee, 2002 – 2009

Library Liaison Officer, August 2001 – 2013.

College of Business

Member, College Board, 2003 – 2006; 2008 – 2014; 2016-2018.

Member, College Graduate Studies Committee, 2016 – 2018.

Member, Faculty Exam Board, 2005 – 2016.

Departmental Representative, College Re-Accreditation Committee, 2012 – 2013

Member, College Executive Committee, July 2012 – June 2013.

Departmental Representative, College Validation & Monitoring Committee, 2010 – 2014.

University

Chairman, University Press Committee, 2014 – 2018.

University Committee for Appointment and Personnel Reviews for Other Non-faculty
Academic and Teaching Staff 2016-2017

Member, University Senate Board, 2010 – 2012.

Central Pool Member, Academic Conduct Committee, 2010 – 2015.

External Services (Academic Visits and Invited Presentations)

Twice a Year (2013-2019) Department of Business Administration, Huazhong University

of Science & Technology.

- Jun. 27, 2019 School of Management, Wuhan University of Technology.
April 4-5, 2019 College of Business, Qingdao University
- Jun. 7-9, 2018; May 31- Jun. 1, 2019 Department of Marketing, Chongqing Jiaotong Uni.
May 6-8, 2018 College of Business, Hunan University of Technology
- Jun. 28, 2019; Dec. 22, 2016; Jun. 15, 2016; & Jun. 10, 2015 Department of
Marketing, Huazhong Agriculture University.
- Dec. 12-15, 2016; Nov. 11 & Apr. 16-19, 2015; Aug. 26-28, 2014; Oct. 29-31, 2013; Oct.
24-25, 2011; Nov 17-20, 2010; Oct. 18-21, 2009; Department of
Marketing, China University of Mining & Technology.
- Nov. 25-30, 2016; Oct. 14-18, 2010 School of Marketing & International Business, Victoria
University of Wellington, NZ.
- Jun. 27-28, 2013 Department of Marketing, Nanjing University.
Jan. 11-14, 2013 Department of Marketing, Changsha University.
Jun. 21, 2012 Northeast University of Finance & Economics.
Jun. 11-12, 2012 Dalian University of Technology.
- Apr. 16-17, 2019; Dec. 19-21, 2012; Mar. 15-24, 2011; Apr. 16-19, 2010; Apr. 11-13, 2008
Department of Marketing, Southwest University of Finance &
Economics.
- Dec. 21-24, 2009 Linnan College, Zhongshang University.
May 15-16, 2009 Department of Marketing, Shandong University.
May 13-14, 2009 Department of Marketing, Nankai University.
Mar. 18, 2009 South China University of Technology.
May 31-Jun. 9, 2008 Department of Marketing, Technical University of Munich,
Germany.
Jun. 20-21, 2008 Department of Marketing, Jilin University.
Dec. 3-7, 2007 Department of Marketing, Renmin University.
May 17-19, 2007 Department of Marketing, Zhongshang University.
Oct. 19-21, 2006 Department of Marketing, Fudan University.
Aug. 17-Sep. 2, 2005 Department of Marketing, University of Otago, New Zealand.
- Jun. 27, 2019, May 10, 2018; Jun. 13, 2016; Jan. 07-09, 2013; Mar. 26-29, 2009; May 12-
13, 2008; Jun. 1-3, 2007; Apr. 26-30, 2006; and Jun. 1-9, 2005;
Department of Marketing, Wuhan University.
- Apr. 6-10, 2004 Department of Marketing, Xi'an Jiaotong University.

External Assessor

Promotion exercise, Huazhong University of Science & Technology (2014-2019), University of Macau (2015), New Mexico State University (2012), Massey University (2013), and Hong Kong Polytechnic University (2014).

Member of the jury for the Chancellor's Award for Excellence in Research at Hamdan Bin Mohammed Smart University, United Arab Emirates, 2014.

Conference Chair/Session Chair/Keynote Speaker

Co-Chair, *2022 China Marketing International Conference*, July 12-16, Wuhan, China, Hybrid Conference.

Co-Chair, *2021 China Marketing International Conference*, August 12-16, Virtual Conference.

Co-Chair, *2020 China Marketing International Conference*, June 10-20, Virtual Conference.

Co-Chair, *2019 China Marketing International Conference*, July 22-25, Guangzhou, China.

Co-Chair & Keynote Speaker, *2019 China Business Culture and Management Conference*, Shandong University Weihai, June 7-9, 2018, Shandong, China.

Co-Chair & Keynote Speaker, *China Marketing Forum and International Workshop on "How Does East Asian Philosophy Influence Consumerism and Marketing Strategy in the Non-East Asian World?"* Northeast University of Finance & Economics, October 13-14, 2018, Dalian, China.

Co-Chair & Keynote Speaker, *2018 China Business Culture and Management Conference*, Qufu Normal University, August 4-5, 2018, Shandong, China.

Co-Chair, *2018 China Marketing International Conference*, Shanghai University of Finance & Economics, July 20-22, Shanghai, China.

Co-Chair & Keynote Speaker, *China Business Culture and Management International Conference*, Shandong University, December 1-3, Jinan, Shandong, China.

Co-Chair, *2017 China Marketing International Conference*, University of International Business & Economics, July 14-17, Beijing, China.

Co-Chair & Keynote Speaker, *2016 China Business Culture and Management International Conference*, Shandong University, October 16-17, Jinan, Shandong, China.

Co-Chair, *2016 China Marketing International Conference*, China University of Petroleum, July 8-11, Qingdao, China.

Co-Chair, *2015 China Business Culture and Management Conference*, Shandong University, November 7-8, Jinan, Shandong, China.

Co-Chair, *2015 China Marketing International Conference*, Xi'an Jiaotong University, July 23-27, Xi'an, China.

Co-Chair & Keynote Speaker, *2014 China Business Culture and Management Conference*, Shandong University, December 20-21, Jinan, Shandong, China.

Co-Chair, *2014 Human Capital International Conference*, December 12-15, Chongqing, China

Co-Chair, *2014 China Marketing International Conference*, Huazhong University of Science & Technology, July 11-14, Wuhan, Hubei, China.

Co-Chair, *2013 China Business Culture and Management Conference*, Shandong University, October 25-27, Jinan, Shandong, China.

Co-Chair & Keynote Speaker, *2013 China Marketing International Conference*, China University of Mining & Technology, July 12-15, Xuzhou, Jiangsu, China.

Co-Chair & Keynote Speaker, *2012 China Business Culture and Management Conference*, Shandong University, October 26-29, Jinan, Shandong, China.

Keynote Speaker & Session Chair, *2012 JMS Marketing Science Conference*, August 10-12, Dalian, Liaoning, China

Keynote Speaker & Session Chair, *Marketing in China, 2012 MAG Scholar Conference*,

Gyor, Hungary, May 28 - June 1, 2012.
Keynote Speaker, *Building and Managing Channels in China: The Effect of Institutional Environments*, at the 2nd National China Business Symposium organized by the New Zealand China Trade Association and the New Zealand Contemporary China Research Centre, March 1, 2012, Auckland, New Zealand.
[<http://www.chinasymposium.co.nz/speakers.asp>]
Co-Chair & Keynote Speaker, *2011 Chinese Business Culture Research Conference*, Shandong University, October 21-24, Jinan, Shandong, China.
Keynote Speaker & Session Chair, 2009, JMS Marketing Science Conference, Oct. 23-25, Tianjin, China.
Session Chair, Marketing in China, *2011 MAG Scholar Conference*, Wellington, New Zealand, May 29 - June 1, 2011.
Keynote Speaker, *Guanxi as governance Mechanism in Business Markets*, at the *2011 Chinese Business Culture Research Conference*, Shandong University, 21-24, October, Jinan, Shandong, China.
Keynote Speaker, *The Asian Corporate Social Responsibility Conference*, organized by the Korea Corporate Citizen Center & Gyeonggi Welfare Foundation, Nov. 7-8, 2008, Gyeonggi, Republic of Korea.
Coordinator of the Doctoral Consortium, 2006 JMS Marketing Science Conference, Oct. 20-22, 2006, Wuhan, China. I also took full charge of the doctoral paper competition.

Professional Service (Hong Kong)

External Examiner, Postgraduate Diploma/Certificate in Public Relations and Corporate Communications, SPACE, Hong Kong University, March 2013 – Present.
Panel judge, Outstanding Achievements Award of the Publishing Sector, Hong Kong Publishing Professionals Society, 2015 – 2017.
Panel Member, Hong Kong Council for Accreditation of Academic and Vocational Qualifications, 2011.

Editorial Service

Editorship

Editor-in-Chief

Journal of Business-to-Business Marketing (JBBM), 2022.7 – Present
JBBM is one of the leading journals in business marketing and is indexed by SSCI.

Asian Journal of Business Research (AJBR), 2011 – 2022.
AJBR has been indexed in SCOPUS (Elsevier), the *ABDC* (Australia Business Dean Council) *Journal Quality List*, and Cabell's Directory of Publishing Opportunities.

Associate Editor,

European Journal of Marketing (marketing strategy), 2014 – Present.
Frontiers in Artificial Intelligence, 2022.2 – Present.

Special Issue Editor

1. Sustainable Marketing in China, with Xinyue Zhou, Hiram Chen, Binyao Ning, and Gang

- Li, *Sustainability*, 2022-2023.
https://www.mdpi.com/journal/sustainability/special_issues/Sus_Marchina
2. Infodemics, Young Consumers and Responsible Stakeholdership, with Hiram Chen Hiram Ting, Jun-Hwa Cheah, Zhilin Yang, Siqi Wang, and Kara Chan, *Young Consumer*, 2022-2023.
<https://www.emeraldgrouppublishing.com/calls-for-papers/infodemics-young-consumers-and-responsible-stakeholdership>
 3. Impact of Artificial Intelligence on Business in Emerging Markets, with Michael Hyman, Xinyue Zhou, and Gang Li, *International Journal of Emerging Markets*, 2021-2022.
<https://www.emeraldgrouppublishing.com/journal/ijoem/impact-artificial-intelligence-business-emerging-markets>
 4. How Does East Asian Philosophy Influence Consumerism and Marketing Strategy in the Non-East Asian World? with Michael R. Hyman and Wenkai Zhou, *International Marketing Review*, 2019-2020.
<https://www.emerald.com/insight/publication/issn/0265-1335/vol/38/iss/4>
 5. Application of Institutional Theory in Business Marketing, with Chenting Su, *Industrial Marketing Management*, 43 (5), 717-882, 2014.
<http://www.sciencedirect.com/science/journal/00198501/43/5>
 6. Strategic Management and Marketing: Asian Contributions to Theory and Research, with Chenting Su, *Journal of Business Research*, 66 (12), 2369-2666, 2013.
<http://www.sciencedirect.com/science/article/pii/S0148296313002130>
 7. B2B Marketing in a Guanxi Context: Theoretical Development and Practices, with Chenglu Wang, *Industrial Marketing Management*, 40 (4), 489-652, 2011.
<http://www.sciencedirect.com/science/journal/00198501/40/4>
 8. Confucian/chopstick Marketing, with Kim-Shyan Fam and Michael R. Hyman, *Journal of Business Ethics*, 88 (Supplement 3), 393-537, 2009.
<http://link.springer.com/journal/10551/88/3/suppl/page/1>

Member of Editorial Board

Journal of Inter-Organizational Relationships (2021 – Present)

Journal of Business Research (2011 – Present).

International Journal of Physical Distribution & Logistics Management (2011 – Present).

Industrial Marketing Management (2010 – Present).

ESIC Market, Spain (2006 – Present).

Asia Pacific Journal of Marketing and Logistics (2005 – Present).

Ad Hoc Reviewer

Journal of International Business Studies (2020, 2018)

Multi-Year Research Grant, University of Macau (2018, 2016, 2013)

National Natural Science Foundation of China (2017, 14 proposals).
Journal of Consumer Behavior (2017)
Journal of World Business (2017)
Journal of International Management (2016)
Journal of International Business (2016)
National Natural Science Foundation of China (2015, 12 proposals).
Journal of Business Research (2015)
Journal of Operations Management (2015)
National Natural Science Foundation of China (2014, 10 proposals).
Journal of Marketing Research (2014)
National Natural Science Foundation of China (2013, 10 proposals).
National Natural Science Foundation of China (2012, 11 proposals).
Asia Pacific Management Review (2012).
Journal of Business Research (2011).
Journal of Service Research (2011).
Omega (2010).
Chinese Management Studies (2010).
Journal of Business Research (2010).
2010 AMA Summer Educators' Conference (2010).
Industrial Marketing Management (2009).
International Journal of Small Business (2009).
Society for Marketing Advances Conference (2009).
The European Marketing Association Conference (2009).
Young Consumer (2008).
Journal of Marketing Science (2008).
National Natural Science Foundation of China (2008, 8 proposals).
Journal of Global Marketing (2008).
Journal of Service Research (2007).
Journal of Interactive Advertising (2007).
RGC CERG Proposal (2007).
National Natural Science Foundation of China (2007, 9 proposals).
Scientia Iranica (2006).
Doctoral Paper Competition, 2006 JMS Marketing Science Conference (9 papers).
National Natural Science Foundation of China (2006, 11 proposals).
2006 Society for Marketing Advances Conference.
Journal of Marketing Science (2006).
2006 Academy of International Business Conference, Beijing.
Asia Pacific Journal of Marketing and Logistics (2005).
International Journal of Hospitality Management (2005).
2006 AMA Winter Educators' Conference (2005).
International Journal of Retail & Distribution Management (2005).
Journal of Marketing Science (5 manuscripts) (2005).
Journal of the Academy of Marketing Science (2004).
Journal of Computer-Mediated Communication (2003).
International Journal of Reliability & Quality Management (2003).

2002 AMA Summer Educators' Conference (2002).

2002 Australian and New Zealand Marketing Academy Conference (2002).

Book Reviewer

Dhruv Grewal, M. L. (2016). *M: Marketing (5/E)*. McGraw-Hill Education.

Roger A. Kerin, L. G. (2015). *Marketing in Asia, Asia Global Edition*. McGraw-Hill Education.

Michael Czinkota, Ilkka Ronkainen, Catherine Sutton-Brady, and Tim Beal (2011), *International Marketing, 2nd Asia-Pacific Edition*, ISBN 9780170186964, Cengage Learning, Australia.

Masaaki Kotabe, Swee Hoon Ang, Kathleen Griffiths, Al Marshall, Ranjit Voola, and Kristiaan Helsen (2010), *International Marketing, 3rd Edition*, ISBN 1742166032, 9781742166032, John Wiley & Sons.

Editorial Assistant: Journal of Business and Entrepreneurship, 1997-1999.

Professional Memberships

American Council on Consumer Interests (2019-Present).

Asian Business Association (2013-Present).

Marketing in Asia Group (MAG) Scholar (2008-Present).

Euro-Asia Management Studies Association (2005-2010).

Academy of International Business (2006-2007).

Australia & New Zealand Marketing Association (2003-2005).

American Marketing Association (2000-2003).

Association for Consumer Research (2002-2003).

American Statistics Association (2000-2001).

Community Service

March 2006 – Present, Deputy Chairman, Zhejiang Province Pan-An Natives (Hong Kong) Association.

Member, Council of Zhejiang Province Jinhua Natives (Hong Kong) Association.

PUBLIC AND PRIVATE SECTOR TRAINING & ADVISING

Agricultural Bank of China, China.

American Bank, PA, U.S.A.

Bling Communications, Hong Kong (Advisory board member since 2012).

Brain Training & Consultancy, United Arab Emirates (Advisory board member since 2013).

China Chamber of Commerce, Beijing, China.

Disney Theme Park, Hong Kong.

Elisa Corporation, Finland
Dongguan Small & Medium Enterprises Training Bureau, China.
Hainan Air Capital, China
JMR Worldwide Inc., NM, U.S.A.
Kraft China, Shanghai, China.
Medtronic China, Shanghai, China.
NAVICO Asia Pacific, New Zealand.
Pingzhuang Coal Co., Inner Mongolia, China.
Sealed Air Packaging (Shanghai) Co., China.
Shenzhen Yinger Fashion Group, Shenzhen, China
Shanghai Automobile Industrial Sales Co., China.
SM Technologies, NM, U.S.A.
Tencent Co., Ltd, China.
Tencent Guangdong Network Hong Kong Channel, Hong Kong.
Tong Ren Kang Pharmaceutical Chain Store, Taiyuan, Shanxi, China
Training Center, Labor Bureau, Yunnan Province, China.
Value Exchange International Limited, Hong Kong
XBrothers Technology Co. Ltd., Shenzhen, China.
Xinyun Group Co. Ltd., Shenzhen, China.
Yimikang Technology Group Co. Ltd., Chengdu, China.